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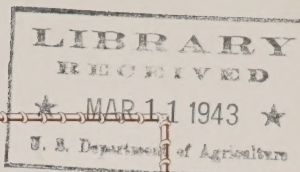
6297  
Scheer

Quality

Gladiolus

*Spring 1943*

*Scheer on a Glad = Sterling on Silver*

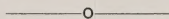


## Announcement of SCHEER Glads for 1943

In offering this, my 1943 Announcement, to my customers, it seems appropriate to address a few remarks to new and to prospective customers.

Those who are not familiar with my announcements in the past will find them quite different from many catalogues from various sources in that the language used is wholly lacking in superlatives and fancy frills. I have had all of my training in scientific work and it has become second nature to me to describe a flower as I would report an experiment in chemistry or physics: I try to describe things exactly as I see them, and to use words that will picture them to the reader exactly as I see them. My contention is, and has always been, that any gladiolus that is really worthwhile will sell itself without the help of a lot of ballyhoo. SCHEER GLADS must sell on merit - or not at all.

When testing out seedling varieties I depend by no means, solely upon my own judgment - nor do I attempt to induce the fans to try them out for me at their expense: not only has each Scheer variety now in commerce had a long and critical trial in my own grounds, as well as in the plots of highly discriminating qualified experts, but each and every one of them has proven its claim to recognition on the show bench at major shows, PRIOR TO ITS INTRODUCTION. Every Scheer Glad won blue ribbons against strong competition before it was ever offered to the public, and some of them have even won medals and cups.

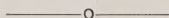


The varieties offered in this announcement comprise practically all Scheer introductions to date: they represent the result of many years of intensive breeding, during which time many tens of thousands of seedlings from carefully hand-pollinated crosses were raised and studied. It would have been an easy task to choose hundreds of good seedlings - had I been satisfied with just good seedlings: but I wanted something very much better than mere good seedlings.

Sometime back I adopted a slogan: The name Scheer as the originator of a Glad is equivalent to the Sterling mark on silverware, expressed in working form thus:

SCHEER on a Glad = Sterling on Silver

I shall exert every effort to have this slogan mean exactly what it says and, in order to do it I must make sure that every glad that goes out under my name is one that will reflect credit upon it. I want to make the public feel that they can confidently accept the name SCHEER as a guarantee of quality.

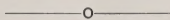


Many visitors from far and near have visited my patch in the past and glad fans are always welcome there.

My 'farm' consists of just one acre, which is planted almost entirely to seedlings. Anyone who has not grown large quantities of seedlings has no conception of the amount of work that the task involves: it surely does not permit of any pampering of any of the stock, and I am well satisfied to give the patch only the most ordinary field culture. Moreover, my soil is a very long way from meeting my ideal for glad culture - it is mostly very heavy, part of it being a sticky gumbo; all of it could well stand the admixture of great

quantities of humus - which is very difficult to get, since barnyard manure is almost impossible to obtain. I am, therefore, compelled to be content with the use of commercial fertilizers. A further handicap is the fact that our section is one in which lime is so abundant as to be a positive detriment to vegetation that prefers a soil whose reaction is toward the acid, rather than alkaline side, among which, as is well known, the gladiolus is one. I have only recently begun experiments to reduce the extreme alkalinity of my soil through the use of sulfur and alum, but those have not been used long enough to warrant any conclusions as to their effectiveness.

The above facts are mentioned solely for the purpose of dispelling any idea that my glads are what they are because of exceptionally favorable growing conditions, and unusual care: nothing could be farther from the truth. As a matter of fact I am forced to contend against many handicaps and to say that my results are what they are, not because of favorable growing conditions, but rather in spite of the unfavorable conditions with which they are forced to contend, is but stating the honest truth. Probably without exception, Scheer varieties are doing far better for other growers than they have done for me, as the many enthusiastic reports about them prove, which is only what might be reasonably expected.

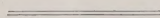


Several years ago some of the gladiolus fans of this section conceived the plan of organizing a local chapter of the Wisconsin Gladiolus Society. Provision for organizing such local chapters had been made in the State Society constitution a number of years back, but the Sheboygan County Chapter was the first one to be organized under this provision. We were fortunate in having a goodly number of very enthusiastic glad fans in and around Sheboygan, and, what is more, their interest has constantly grown since the founding of the chapter, due in no small measure to the successful exhibits staged by our society during the past three seasons.

Our chapter points with considerable pride to the fact that its very first exhibit was so outstanding for quality that visiting experts were astounded: they pronounced it the quality show of the year of those they had visited. Succeeding shows have, if anything, been even better and the scope has grown with each one so that now we draw exhibitors, not only from surrounding territory and the state, but from nearby states, as well. I believe that it is a safe prediction that, before long, the annual show of the Sheboygan County Chapter will be rated as one of the most important major glad shows.

The 1942 exhibit, staged in the large Recreation Hall at Kohler, Wis., was probably the best, and certainly the largest, yet staged by our chapter. Leaving out of account the several large commercial exhibits always displayed at our state shows, it was fully as large as this year's state show.

Scheer Glads were represented in the one and three spike sections in both seedling and open classes - according to the rules of the Wis. G. S., seedlings may compete in the open, as well as seedling classes. Except for a few single spikes of very recent novelties, which I entered only because I was quite sure that they would not be seen at the show unless I did, all of my entries consisted exclusively of Scheer originations and seedlings. In this exhibit, where competition was keen and competitors many, Scheer Glads came out second on points, with four or five division championships to their credit, beside blue ribbons in most of the classes in which they were entered.



SCHEER Glads are Quality Glads



**WHITE GOLD**

CUT COURTESY BY NEW ENGLAND G. S.

## WHITE-GOLD - ( Maid of Orleans X Picardy )

Since its introduction in 1941 the fame of this great cream glad has spread at such ever increasing rate throughout the United States and Canada that it hardly requires any lengthy description here. At the 1942 shows its name seemed to be mentioned more frequently than that of any other glad.

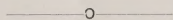
Probably no other introduction during the past decade has scored such immediate, and such general success as has White Gold, as attested by its many awards in the space of two short seasons, and it gives every indication of equalling the record of the most conspicuous of past champions.

It is not necessary to look very far for the reasons for White Gold's phenomenal success. Chief among them is undoubtedly the fact that it is just about the answer to the florists' prayer for the ideal cream: one that has color, size, substance, and conformation, and, by no means least important, one that is early and a certain cropper; and, moreover, one that is ideal for arrangement in large sprays, vases, baskets etc. White Gold possesses all of those qualities in superlative degree.

The fan has found in White Gold a most dependable sure winner at the shows, and he appreciates the fact it is an unusually robust variety and a strong grower that requires no pampering.

White Gold will prove of especial value to the breeder since it appears to be a definite break in glads. In addition to its aristocratic background, it has size, substance, pleasing arrangement, height, and stamina, undoubted 'class', and **extreme earliness**. It is, without question, one of the healthiest and toughest of glads, and an exceptionally good propagator.

The fact that White Gold is such an excellent propagator has made it possible to reduce prices quite drastically for a variety of such quality, after only two years. The grower who does not avail himself of this opportunity to get a good start with White Gold at present prices may later wish that he had.



In addition to many blue ribbons, won at major shows throughout the United States and Canada during 1941 and 1942, White Gold can point with pride to the following awards:

The Gold Medal of the State of Washington G. S.

The American Home Achievement Medal

The Canadian Gladiolus Society Silver Medal

The Bronze Medal of the New England G. S.

The Bronze Medal of the Massachusetts Horticultural Society as well as a certificate from the latter.

### Description of White Gold

**Color** - A rich cream, blending into a light gold throat, with no other mark.

**Florets** - Wide open, with very heavy, very broad, slightly ruffled petals; florets never crowded, 6-7 open, with 5-6 showing color, on a 19-21 bud spike.

**Size:** Under ordinary field culture the florets run consistently from 6" up for the lower florets, the size diminishing gradually, but perceptibly, upward on the spike, giving it a pleasing tapering effect.

**Spike** - Very tall and straight, reaching a length of 60" or more.

**Plant** - Unexcelled for health and vigor, with broad, lush foliage. Corms clean and healthy, with many large bulblets which germinate practically 100% and make large bulbs the first season.

**Please Note** - White Gold has inherited from its parent Picardy the trait of throwing spikes with rather short, stubby flower-heads from small, or from young bulbs: Spikes from large two year old bulbs produce normally proportioned flower-heads.

**Note** - I have had many reports of extraordinary performance of White Gold. Fans write me that they have grown it up to over six feet in height, and florets as large as 8½" have been reported; I have myself measured florets of 7½" on plants that had not received any special treatment of any sort. There can be no doubt that White Gold can be grown to gigantic size.

#### Prices for 1943 - Per Each

No. 1-\$1.20, No. 2-\$1.00, No. 3-\$.85, No. 4-\$.75, No. 5-\$.60, No. 6-\$.50

Ten bulbs of any size at **eight** times the single price.

Bulblets - Per Each - \$.15

Per Ten - \$1.00

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**PLEASE NOTE.** While stocks of White Gold are fairly large, there are indications that point to a heavy demand, and stock may be sold out before the end of the season. Early ordering is the only way to insure that your order can be filled.

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#### What They Say About White Gold:

The Boston Post, August 20, 1942, in its report on the Boston Show of the New England Gladiolus Society:

"Sensation of the show is a display of 'White Gold' by Wendell W. Wyman of Sharon, originated by Dr. George H. Scheer, of Sheboygan, Wisconsin; showing 25 spikes, a bouquet standing higher than a man's waist, each spray vying with the other for size and creamy color--"

A prominent Iowa breeder and grower:

"As to White Gold, I think you are rather modest in your claims. I regard it as an important break in glads. For instance, the two years I've grown it it has bloomed weeks ahead of anything else on my place, and I have acres of glads. It seems to like the heavy black Iowa clay loam because it is very tall, with a long flower head and the florets gracefully placed, never crowded. And the **biggest blooms I ever saw** in any glad, and I have grown many thousands of seedlings with a few I thought were awfully big--"

— O —

From a well-known eastern grower and one of the most prominent exhibitors and biggest winners in the country:

"White Gold has certainly established an enviable reputation for me throughout the east. This variety was invariably excellent wherever I had occasion to see it the past season and in my own garden it gave a remarkable performance. This is true in comparison with many other fine creams that have been recently introduced on the market and I do not hesitate to say that White Gold is the most outstanding of all. It has every good habit that is to be desired in a variety of his sort--"

— O —

J. R. Hopkins:

"A truly sensational beauty -- the best glad, to my thinking, since Picardy. Runs away with the 106 cream class. Big florets up to 7½" -- opens up to 7, with strong spikes. Very dependable grower from all size bulbs -- stands heat and drought and gives marvelous bb. increase. If you have never grown it you can look forward to a real treat and enjoy the enthusiasm of everybody who sees your blooms. It is a fine commercial as well as tops on exhibition table.--"

— O —

From Report of Legion Trial Gardens:

"No glad since the coming of Peggy Lou has taken the shows as has White Gold. Without Peggy's occasional misplacement and slightly out of proportion spike in growing, it is bound to win your heart. Tall growing (we once said five feet but surely undermeasured this) with large florets and good substance, it has proven itself a blue ribbon winner in spite of limited distribution and without any strong support behind it. Picardy in all its glory must sidestep for this marvelous cream white and what it has accomplished. With no "trade mark" to give it support and distribution, it has gone out and established itself--"

From a well known Des Moines grower:

"Dr. Knight took first with a basket of White Gold at the Ames show; without doubt it was the most beautiful basket of glads I have ever seen."



CUT COURTESY BY NEW ENGLAND G. S.

PHOTO BY SCHEER

## EGLANTINE

## 1943 INTRODUCTION

EGLANTINE - Seedling 35 C166-10

Parentage - ( Picardy X Sdlg. 33 C 08-5 )

[ Coryphee X Mrs. P. W. Sisson ]

It affords me both pleasure and satisfaction to be able to release Eglantine during the present season, after seven years of critical test.

Although entered at comparatively few shows to date, it has come through with flying colors upon each occasion. It received an award from the Massachusetts Horticultural Society two or three years ago when it was shown at Boston under seedling number by Mr. Wendell W. Wyman. At the 1942 show of the Connecticut G. S., a spike entered by Mr. W. M. Anderson was awarded the Seedling Trophy Cup of that society. At the 1942 Midwest Show, Eglantine won the blue ribbons in both the one and three spike seedling classes, and, in the opinion of most of the experts in attendance, as well as that of other visitors, it was the outstanding seedling at that show. At the 1942 Sheboygan County Chapter, Wis. G. S. Show, which is, in reality a regional state show, it swept the pink sections clean, and, but for a technicality, would have been grand champion spike of the show.

Eglantine has been called by competent judges the finest glad that they have seen in a decade and they predict a brilliant future for it.

### Description of Eglantine

A very large formal or exhibition pink of exceptionally appealing color, with extremely ruffled petals of very heavy substance.

**Color** - A most pleasing rich, clear, warm pink - or salmon pink, if you prefer, - blending into lighter in the throat; no noticeable throat marking. There has been no sign of flaking or streaking to date.

**Florets** - Rounded, wide open, strongly attached close to the stem; petals of unusually heavy substance and extremely ruffled. Measurement of a spike from a #3 bulb gave 7¼" for the lower floret, 7" for the second, and 6" for the 6th and 7th florets. The spike carries 8-9 open, perfectly placed and spaced, with 5-6 in color, on a 19-21, bud spike with no sign of crooking. Height 45-50 in.

**Plant** - Strong and vigorous grower, with broad, heavy foliage; bulbs clean and apparently immune to disease. Bulblets are produced freely, are of good size, and have given me practically 100% germination, producing good sized bulbs the first season.

**Blooming Date:** Midseason, 95-100 days in our climate.

Prices on Eglantine, Season of 1943.

Note: Stock of large bulbs is still limited and only a total of TEN large bulbs will be sold this season, those to first ten who order them.

Prices per each: Large \$15.00, Medium \$12.00, Small \$10.00, Bts \$.150 - four for \$5.00

### Legion Trial Gardens Report:

35 C 166-10 - In our estimation, the stand-out pink seedling of the Midwest Show at LaPorte. All day Saturday and Sunday we noted visitors to the show checking up on this entry. Stood up like a veteran. This has been named EGLANTINE. You will like its appearance and we feel its performance also.

J. R. Hopkins

"This is the famous seedling 35 C 166-10 that won in the East and West this year. Have grown for two years and had fine spike for Midwest but Scheer had 3 better spikes and mine went down in the long wait from midnight until judging time. Ruffled, lovely color, big 6" florets--opens I don't know how many--at least 7 and maybe more. Will have chance for top honors at any show. A good addition to this tough class."

GENGHIS KHAN - ( Beltane | Mrs. P. W. Sisson x Comm. Kozhl | X Picardy )

I confess, frankly, that Genghis Khan has been a disappointment to me to date, but this bare statement, without proper explanation, would be most unfair to a truly outstanding glad.

Genghis Khan had its initial showing in 1940, when a single spike of it was entered in the open pink section at the Sheboygan County Chapter, Wis. G. S. Show at Sheboygan, Wisconsin. While this exhibition is staged annually by the County Chapter, and is called the County Chapter Show, it has established such a reputation through the exceptionally high quality of its exhibits that it attracts both entries and visitors from not only Wisconsin, but from adjoining states, as well, so that it is, in fact, actually a regional State Show. Visiting experts have freely expressed the opinion that the quality of the exhibits at this show surpasses that seen at many of the major shows. The single spike of Genghis Khan entered at this show created a sensation, winning four separate awards: First in the pink section, Division Champion in the same section, Champion Exhibition Spike, and Champion Spike of the Show.

Carried away by my enthusiasm, I decided to introduce Genghis Khan the following season, despite the fact that my stock of it was very small. That was where I made a big mistake. Not only was my stock very small, but all of my large bulbs were old ones - and I had no small bulbs because I had not made any effort, up to this time, to propagate it. As a result, the old bulbs that were my starting stock produced bulblets very sparsely; this led me to conclude that Genghis Khan was a slow propagator. Naturally, my enthusiasm was somewhat dampened by this experience, but I stated very frankly in my announcement that,

apparently, Genghis Khan was a slow propagator. Since then, the young bulbs raised from bulblets have proven to me that my first conclusion was entirely wrong, as those bulbs have produced bulblets quite as freely as the average glad and the bulblets germinate very well and grow to good size bulbs the first year. I am now ready to offer Genghis Khan as an outstanding glad - without reservations.

Genghis Khan is a light medium warm pink with lighter throat and practically no throat marks. Exhibition type.

Florets wide open, round, firmly attached and regularly placed, spaced, and faced. Substance very heavy, with petals well ruffled and waved, slightly lacinated. Spike straight, of medium height - 45-50 inches; 6-7 open, with 5-6 showing color; florets up to 6¾ inches.

Early mid-season, 75-85 days.

Plant strong and healthy and good bulblet producer; bulblets germinate well and make good sized bulbs the first season.

Prices per each: Large \$7.50, Medium \$5.00, Small \$3.50, Bts. \$.75 - 10 for \$5.00

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## MARSEILLAISE - ( Aida X Pelegrina )

A glowing, rich crimson-scarlet that does not fade, with very narrow cream lines on throat petals that add to the effect.

Florets large - 6½ inches, of heavy substance, wide open, with 6-7 open and 5-6 showing color, on a 25 bud spike.

Spike straight, stiff, and strong, 60-65 inches, with long flowerhead- 33-35 inches.

Plants strong with dark, heavy foliage, and they produce bulblets of large size very freely; bulblet germination excellent.

Marseillaise has won blue ribbons at a number of major shows, and was Grand Champion at the 1941 Wisconsin Show. It is well able to uphold its end against the stiffest competition. Award of Merit, West Virginia Trial Garden, 1942, with this comment: "This is a very good glad. Its color is excellent and no fading was observed. It is a vigorous grower and a top notch exhibition red. Highly recommended."

Season late: 95-105 days.

Prices per each: Large \$1.00, Medium \$.75, Small \$.50 Bts. \$.10 - 10 for \$.75

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From J. R. Hopkins' "Gladiolus for the Show Table"

"Marseillaise - Fine bright colored happy red with fine line in center rib of lower petals. Fine grower, tall, florets up to 6" - opens 8 or 9 - generous with bb. A promising commercial as well as exhibition. --One of the best of the reds.--

Legion Trial Gardens Report:

"Marseillaise - Disappointing to us is the failure to see this on more of the show tables the past season. Certainly able to take the ribbons without babying, it is either because few are growing it or poor timing that has kept it from showing. A glowing deep scarlet with long flowerhead."

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## PHOEBE - ( [ Sdlg. Mrs. P. W. Sisson X Coryphee ] X Picardy )

A tall medium pink of very attractive color. Exhibition.

Florets large, wide open, round, well placed and spaced, and firmly attached; opens 10-12, with 6-7 showing color; on a 21-23 bud spike.

Spike straight, stiff, and strong, 60-65 inches, with 34 inch flowerhead. Plant exceptionally strong and vigorous, with very heavy, healthy foliage; bulblets produced freely and germinate well.

Phoebe produces immense spikes of very large florets - 6-6½ inches - which, because of their great weight, may require staking.

Spikes shown at the 1942 Midwest and Wisconsin Shows attracted unusual attention and drew much favorable comment. Phoebe will be a strong competitor in any company, and is one to watch.

Prices per each: Large \$2.50, Medium \$2.00, Small \$1.50, Bts. \$.25 - 10 for \$2.00

From J. R. Hopkins' "Gladiolus for the Show Table"

PHOEBE - "Boy, is this towering big flowered pink something! An adventure to grow--but stake it up sure as flower head is big--opens 7 to 9--grows very tall--long flowerhead, ruffled, nice color. Just a crackerjack deep pink, and you will like the way it grows. It genuinely enjoys growing. Hard to beat on any show table if you have a good spike."

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## SHOOTING STAR - ( MAID of Orleans X Picardy )

A medium sized exhibition cream, with many open on a long flowerhead.

Color a rich cream self, with inconspicuous faint lavender feather deep in throat.

Florets plain petaled, well placed and regularly spaced on a long flowerhead, 9-11 open and 6-7 showing color, on 23 bud spike; good substance, size 4½".

Plant strong and vigorous with 50-55 inch spike, which has never crooked; foliage heavy and healthy.

A strong grower and excellent bulblet maker; bulblets germinate easily and produce good sized bulbs the first year.

Season: 85-90 days.

18th Annual



1943 Edition

# "The Gladiolus"

Published by

THE NEW ENGLAND GLADIOLUS SOCIETY

Organized 1920

Incorporated 1935

240-page book, bound in cloth boards, stamped in gold (illustrated), with new articles, reports of shows; and advertisements of over 50 leading growers of Gladiolus. Some new and interesting features are listed below.

**Report from the Army:** — *Glad Letters from Home Giving Reports on All His Varieties while He is in the Service*, Miles C. Labrum, former Secretary Utah Gladiolus Society.

**New Varieties:** — *Maryland Trial Garden Report, 1942*, Md. G. S.; *Symposium of 1942 Show Winners*, Dr. B. E. Lovesey, Boston; *Best Varieties, by Color Classes*; completed results of four years trials, rated by J. R. Hopkins, Illinois; *Variety Winners, N.E.G.S. 1942 Exhibition*; *1942 Purples Outstanding*, by W. M. Anderson, N. Y.

**Information for the Novice and Beginner:** — *Culture for Beginners*, L. E. May, Illinois; *Preparing Blooms for the Show*, Carl Salbach, California.

**Parentages of Gladiolus:** — Complete list of all known parentages of named varieties, alphabetically arranged to include sports, etc. This is an invaluable permanent record, by Rev. C. H. Birch, N. Y.

The book is a rich storehouse of valuable and intensely interesting material, free to all N. E. G. S. members, published by this non-profit organization devoted to the collection of research and other material on the Gladiolus from all available sources and, to the dissemination of such knowledge to more than 3000 members located in every state, all Canadian provinces and some overseas countries.

**Vegetables Mix Well with Gladiolus:** — Paul W. Dempey, Mass. State College, author of the 1942 sensationally successful book on Vegetable Culture gives very readable human suggestions. N.E.G.S. will stage Vegetable Classes at 1943 exhibition, by L. G. Bruggemann, Pres. N.E.G.S., twice president Hingham Agricultural and Horticultural Society.

**Research:** — *Colchicine Mutation*, by Leo Matthews, Indiana; *New Method of Growing from Seed*, P. Barrett, Quebec; *Bublet Treatment to Stimulate Germination*, F. E. Denny, Boyce Thompson Institute, Yonkers, N. Y.

**Additional Contributions:** — Gracie Allen, Beverly Hills, Calif.; Dr. Geo. H. Scheer, Wisconsin; Stewart E. Perry, Washington; C. D. Fortnam, Penna.; E. L. D. Seymour (Horticultural Editor, *The American Home*), N. Y.

**Illustrations:** — The best Gladiolus prize arrangements ever shown; many new varieties.

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To ALBIN K. PARKER, Secretary, Box 2, Norwood, Mass., U. S. A.

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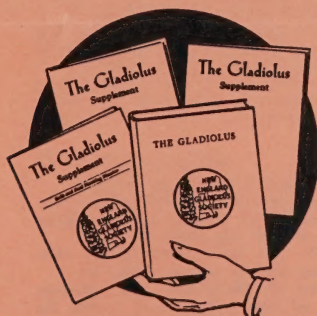
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The \$2.00 Membership is what you really want if you can afford it. Gives you three quarterly 32-page Bulletins in addition to your copy of the 1943 Yearbook (deluxe).



Received an award of merit from the Massachusetts Horticultural Society and has won a number of blue ribbons.

Prices per each: Large \$2.00, Medium \$1.50, Small \$1.00, Bts \$.20 - 10 for \$1.50

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### BURGUNDY - ( Commander Koehl X Picardy )

A stunning red, with many outstanding points - and one fault: a rather short stem; but for that, Burgundy would be hard to beat in its color section. Exhibition type.

The color is a rich, glowing, velvety deep crimson, with fine cream line on the throat petals which heightens the color effect.

Florets are heavily ruffled, well attached and perfectly placed on a straight spike - have never seen a crooked spike; the florets are placed with almost mathematical precision, 10-12 open, with 6-7 showing color, making a uniform band of color on a long flowerhead, which is, unfortunately, as long or longer than the stem. Remove lower two florets, results beautiful exhibition spike.

Plant vigorous grower and healthy, and produces exceptionally large bulblets in abundance.

I hesitated for several years about introducing Burgundy, because of its short stem, but when I exhibited it in baskets and vases at the 1941 Chicago Midwest Show, commercial growers were so enthusiastic over it and urged so strongly that it be introduced that I finally yielded and offered it for the first time in 1942.

Despite its one fault, Burgundy gathered a number of blue ribbons at the 1942 shows, in both the single and three spike sections, including the Midwest Show at LaPorte.

Because of its appealing color and striking flowerhead, Burgundy seems made to order for mass display in basket, vase, or spray and for that reason promises to become a leading commercial variety. It is also an excellent variety for the home.

Prices per each: Large \$2.00, Medium \$1.50, Bts 10 for \$2.00

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A very well known Minnesota breeder and grower recently wrote as follows: "While I was in Ohio I attended the Ohio State Show at Akron and had the good fortune to see your excellent Burgundy. I was really thrilled with it - tell me more about it--"

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### GARDENIA - ( Maid of Orleans X Apricot Glow )

A cream decorative, practically a self, with throat only slightly deeper in color.

Color light cream or milk white with no noticeable marking.

Florets up to 4½-5 inches, gracefully arranged in staggered placement, 6-7 open with 5-6 showing color; petals waved in a very pleasing manner, giving a charming artistic effect.

Spike slender, but always straight and strong.

Season: 80-85 days.

Stands heat exceptionally well and will do well, away into late fall. An ideal cut flower which is in great demand from florists who have made its acquaintance. Growers report that Gardenia is their very best selling cut flower variety. Gardenia is especially well adapted for baskets and vases and no other variety can approach it for bridal bouquets. It appeals in particular to the artistically inclined. Has won a number of blue ribbons, including the 1942 Midwest and Wisconsin State Shows. Recommended to those who appreciate a charming, artistic glad.

Prices per each: Large \$.10 - 10 for \$.80, Med. two for \$.15 - 10 for \$.60, Bts 100 for \$.50

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From J. R. Hopkins

"Gardenia-----while a 4½ inch floret and more a true cream than White Gold, it is a simply grand commercial and a 3-spike at Wisconsin won over a 3-spike of White Gold without criticism. Opens to 8-9 and is a stead fast grower you can always count on. A basket of these is wonderful. A favorite of mine although the glamorous White Gold overshadows it."

From a prominent Des Moines, Iowa, grower:

"The florist told me last week 'You don't need to ask how many I want. Bring them all and save me Sunday's cutting, too.'"

From Legion Trial Gardens Report:

"Gardenia - Following White Gold because of similarity in many ways, but smaller, more lasting and loveable unless you are ribbon crazy. Even so, we have received no larger number of thanks for recommending than we have for this one. A marvelous commercial, a good show winner. Almost an oldtimer, it is still entirely too unfamiliar to too many."

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### IN CONCLUSION.

A plain, matter of fact announcement, such as this one, could hardly be expected to prove very exciting reading, but it is hoped that it has not been found to be altogether dull; if it has awakened your interest in SCHEER GLADS it has fulfilled its mission.

Plenty of thrills are in store for growers of SCHEER GLADS for they can, and they will, win the ribbons for you - Don't fail to give them a trial this year.

All prices quoted in this announcement include delivery charges, provided your order amounts to at least \$1.00. No orders for less than \$1.00 solicited. Remittance to accompany all orders. Small orders will be sent by parcels post WHEN WEATHER CONDITIONS MAKE SUCH SHIPMENT SAFE. Orders amounting to \$5.00 or over will be forwarded at any time, by insured express. Small orders will be sent by insured express only if the purchaser will pay the shipping charges.

Geo. H. Scheer, M. D., Gladiolus Breeder  
910 New York Avenue  
Sheboygan, Wisconsin

UNITED STATES DEPARTMENT OF AGRICULTURE  
INDUSTRY AND AGRICULTURE

SCHEER GLADIOLUS  
SHEBOYGAN, WISCONSIN

Sec. 562 P. L. & R.

Mr Newman

U. S. Department of Agriculture  
Bureau of Plant Ind.  
Washington, D. C.

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